

# Leveraging Business for impact

**Directing Investment for Impact:** A practical 2-day workshop for corporates who want to move beyond traditional charity CSI and build shared value initiatives that strengthen both society and business performance. Teams explore South Africa's priorities and drivers, then use design thinking and lean tools to shape and pitch a real, business-linked social innovation concept.

## Core Topics: What You Will Learn

**The opportunity for South African companies to shift** from "charity" Corporate Social Investment (CSI) to the investment in shared value for local impact

**How to align CSI resources with stronger strategic impact**, including the scale of corporate social investment in South Africa

**How to identify local challenges** in sectors such as education, health, energy, etc. that intersect with core business priorities

**Intrapreneurial tools for social innovation**, from design thinking to lean startup methods

**How to build cross-sector partnerships** with nonprofits and government to co-create locally-designed and driven solutions



format



date

**2-Day in-person  
Workshop  
(Stellenbosch)**

**24 - 25 March 2026  
09:00 - 16:00**



book



certificate

**R3 000 pp**  
**capewinelands@  
impacthub.net**

**Digital certificate  
of attendance**



## Who Should Attend?

- CSR, CSI and sustainability managers
- Corporate foundation staff, and
- Business leaders interested in aligning profit with purpose (including companies working toward B-BBEE and ESG goals)

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## Your Facilitator

**Danie Jacobs** is a serial social entrepreneur and educator, best known as the founder of Young Entrepreneurs (Pty) Ltd, which equips kids and teens with entrepreneurial, financial literacy, and self-employment skills.

He launched the Young Entrepreneurs Foundation in 2016 to broaden access and the Young Entrepreneurs Virtual Academy in 2018 to scale digitally.

Earlier, he founded and directed the Centre for Business Dynamics, a self-sustaining unit of the UFS Business School (2004). Danie holds three master's degrees—Medical Sociology, Higher Education, and an MBA. His passion is to inspire dreams, unlock potential, and instill an entrepreneurial mindset in individuals.



## Programme Structure

### Day 1

- Understanding shared value and South Africa's context (including regulatory and societal drivers)
- Local examples of profitable impact initiatives
- Identify a priority issue aligned to business and community needs
- Design thinking sprint to generate and refine concepts

### Day 2

- Select one concept and develop a mini-project plan
- Map value created for both society and the business
- Partnership tools for working with NGOs or social enterprises
- Pitch to a mock boardroom with feedback on impact, feasibility, and strategy fit
- Closing & Reflection

## Practical Application

- Companies can implement the project concepts developed, turning CSR budgets and innovation capacity into pilot programmes that tackle issues like skills development or renewable energy access
- Skills learned enable corporate staff to drive internal change, fostering a culture of social innovation and intrapreneurship within their organisations
- Cross-sector connections made with nonprofits, Impact Hub experts and others that can lead to ongoing collaborations beyond the workshop, amplifying impact